

Q3
2016

NO STANDSTILL. NO OFF SWITCH. ONLY MOMENTUM.

Start with people: the small business owner pursuing bigger opportunities, the new grad eager to start her new career, the Valley-based entrepreneur now looking toward the Silicon Prairie. **End with progress:** 34 new projects, 2,030 jobs and \$180M in capital investment during the third quarter of 2016. Working together, we will catalyze even more connections ahead – because economic development is about people first.

Leadership Omaha Class 39



We're taking the community's brand on the road! We have officially hit our **250 We Don't Coast license plate orders**. We're excited to use this as another avenue to help tell the world who we are and how we operate.

REACH launched new opportunities for assistance – the **REACH Plan Room**. A space for contractors to gain access to tools, knowledge and expert volunteers – all with the goal of helping them bid and capitalize on new projects.

GENERATE, our progressive member-to-member meeting ground brought together more than 400 experience makers and attendees – creating ways to form meaningful connections. It was held in conjunction with a new member event, introducing potential members to the Chamber. Efforts resulted in 31 new members.

As part of our **talent recruitment efforts**, staff visited Iowa State University to engage with college students – educating them on the opportunities available in our region after graduation.

Our team took the **inaugural United Airlines' nonstop flight to San Francisco** on Sept. 7. This daily service connects the Silicon Prairie to the Silicon Valley. It serves as a huge step forward in growing our startup/tech community and generating stronger business opportunities. While in the Valley, we connected with key targets and ongoing projects, creating valuable connections.

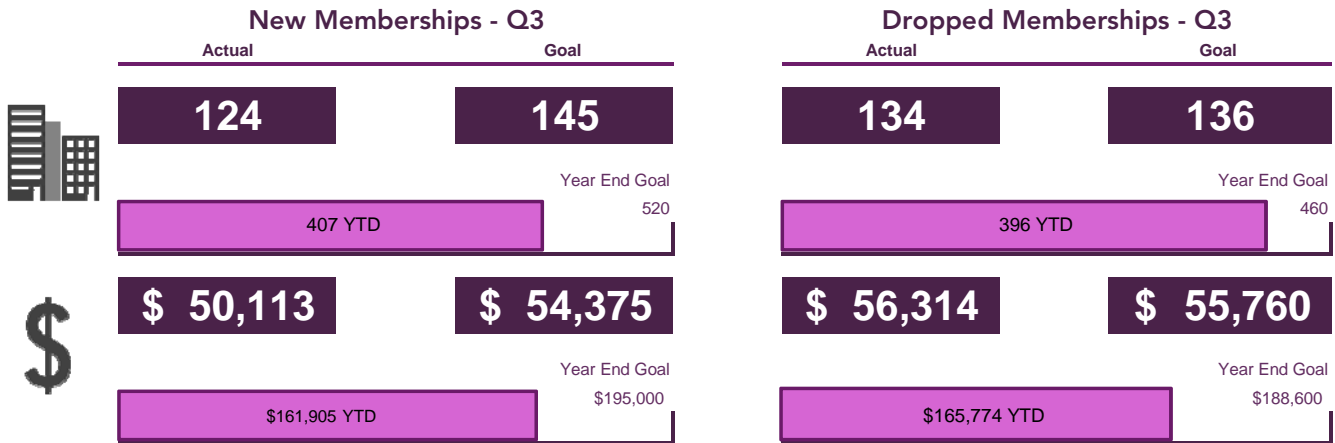
Leadership Omaha launched Class 39 with a new group of standouts – 49 women and men committed to strengthening and transforming our community.



THE NEXT BIG THING HAPPENS HERE.

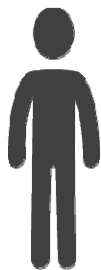
GOAL Deliver relevant and high quality member programs, events, services and information

Membership Base



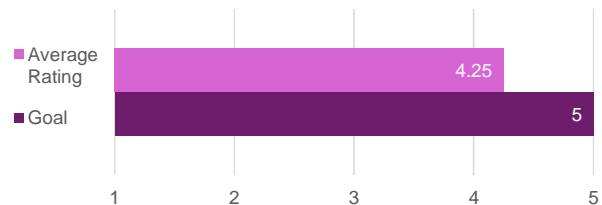
Event Engagement

1,090 Attendees - Q3



# of Events		# of Attendees
1	Signature Events	460
2	Economic Development	105
6	Member Services	231
15	REACH	134
3	Young Professionals	160

Attendee Satisfaction - Q3



Marketing

OmahaChamber.org Web Analytics - Q3

Total Site Visits	33,836
New Visitors	16,308
Returning Visitors	17,529
Average Time on Website	3 minutes 8 seconds

Measures of Organizational Image - Q3

Earned Media	
Number of Articles	55
Readership	1,382,573
Advertising Impressions	431,324

Communication Effectiveness - Q3

Total e-communications Sent	45
Average Number of Individuals Sent to	6,269
Average Percent Delivered	93%
Average Percent Opened	17%

Greater Omaha Chamber Social Media Channels

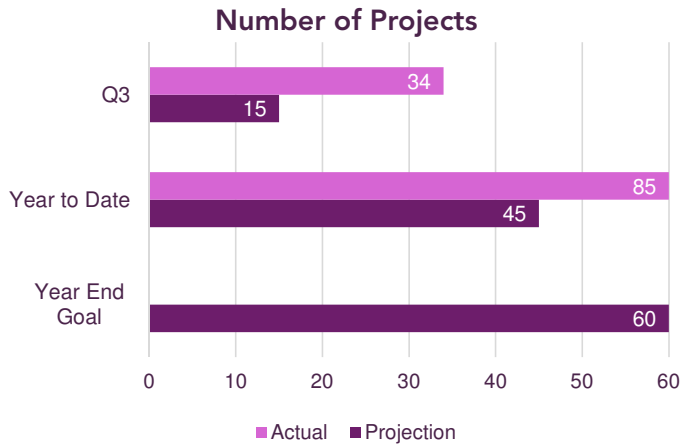
Facebook	Twitter	LinkedIn
5,898 Fans	13,630 Followers	2,314 Followers
Goal: 6,000	Goal: 14,000	Goal: 3,000
Impressions: 602,275	Impressions: 169,466	Impressions: 73,250
Engagement: 52,880	Engagement: 3,001	Engagement: 821

OmahaChamber.org Blog

Visits	1,270
New Visitors	989
Returning Visitors	281

GOAL Create, grow and recruit businesses, jobs and investment in the region

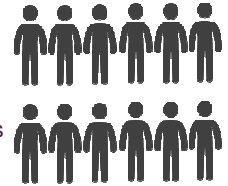
Landed Projects**



Capital Investment - Q3
\$179,140,000

Quarter Goal: \$150,000,000
 Year to Date: \$305,224,464
 Year End Goal: \$600,000,000

Total Jobs - Q3
2,030 Total Jobs

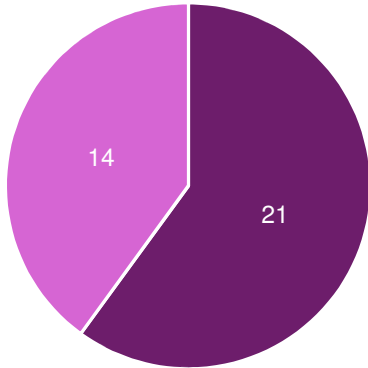


573 New Jobs | 1,457 Retained Jobs
 Year to Date: 3,170 Total Jobs
 Year End Goal: 2,400 Total Jobs

Project Pipeline

35 Files Opened - Q3

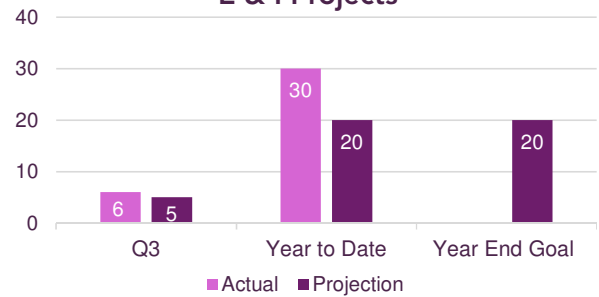
Year to Date: 160
 Year End Goal: 200



■ New to Market / Start Up ■ Retention / Expansion

Entrepreneurship & Innovation

E & I Projects*



*E & I Projects included in total landed projects.

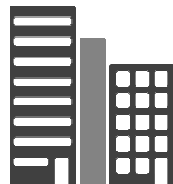


\$975,000 Invested - Q3

Year to Date : \$32,120,464
 Year End Goal: \$30,000,000

4 Prospect Visits - Q3

Year to Date : 30 Visits
 Year End Goal: 60 Visits



SelectGreaterOmaha.com

Website Analytics - Q3

Total Site Visits	4,266
New Visitors	2,868
Returning Visitors	1,398
Average Time on Website	2 minutes 26 seconds

GOAL

Foster a more competitive business environment

Public Policy

• **Federal Update:** The Chamber cohosted the August Federal Flyback, which included briefings by all five members of the Nebraska delegation. Regular communications also continue as to legislative developments.

• **State Legislative Update:** Discussions have continued with business leaders, elected officials, and administration staff on Nebraska's economic development incentives, with the aim of developing legislation that will make for a more effective and efficient program.

We continued participating in meetings with senators and Chamber members on the tax reform and reduction discussion. Policy staff has also been monitoring interim studies and hearings conducted by the Legislature. This has included meetings with senators and legislative staff on issues of interest to the business community.

• **City Council Update:** Public Policy has been working with Chamber members and members of the City Council on various business regulation issues, with the intent of enhancing a business friendly reputation. This includes the city budget and tax rate, the historic property preservation ordinance proposal, and the issue of regulation and taxation of food trucks.

The Chamber's Transportation Council has been working with state and local officials on the new state highway funding program, including project selection, and developing a new focus on local street construction and mass transit development program.

• **PAC Update:** There have been ongoing interviews with candidates for state and local offices as the Chamber determines which candidates merit Chamber PAC support.

Community Development Intermediary



Program Status Update - Q3

Spark received operating grants from the Peter Kiewit Foundation and First National Bank. Several additional funding requests have been submitted to other prospective donors and are under consideration. The 501(c)(3) application was submitted in mid-August and six board members have been secured.

Continuing to explore a partnership with a community development financial institution to leverage funding for projects. Overall, Spark is on track to be operational by the beginning of 2017.

Site Development

GO Ready Site Development - Q3

Q3 Progress: We have seven sites participating in the GO Ready Site Development Program. Each of our partner organizations has a site in the program with two in Sarpy County. One of the sites, in Washington County is under a Purchase Agreement for a project currently conducting due diligence for project feasibility. The two sites in Sarpy County are under Letter of Intent.

Both of these projects were facilitated by having the sites GO Ready so the prospective buyers had upfront knowledge the sites could be appropriately developed for their projects.

Annual Goal: Five available sites for development.

Industrial Property Under Control

Progress: There are currently eight sites under option or owned by either our Partner EDC organizations or affiliated entities. We have also identified 14 potential pipeline properties across the region for further investigation that would be good candidates for the GO Ready program.

The Site Investigation and Development TAG will be working to initiate a market analysis and demand study to determine future industrial land development needs and anticipated absorption to help drive additional development across our Partner counties.

Annual Goal: Maintain five industrial properties under contract.

GOAL **Grow, recruit and retain the talent and workforce needed for the future**

Leadership Development

Leadership Omaha - Class 39



Orientation
Seminar

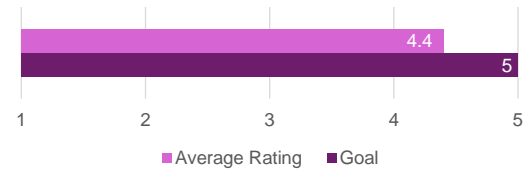


Opening Retreat
Seminar

Status update on program:

- The Class 39 team building began early with a tornado warning necessitating a trip to the tornado shelter at Boys Town during our August 4 event.
- Class 39 small groups have established their group norms and have begun working on their small group process and projects.

Average Monthly Seminar Rating



Omaha Executive Institute



Sense of Place
Seminar



Growth & Development
Seminar

Status update on program

- OEI has an interesting cross-section of business and community connections this year, from healthcare to insurance to nonprofit.
- Chamber board members helped recruit new senior-level executives for the 2016-2017 class.

Talent & Workforce

P-16 Partnerships - Q3

College Campus Visit:

- Spent 7 hours on Iowa State University's campus.
- Partnered with 4 companies to promote Omaha.
- 200 students gave information for follow-up.

P-16 Events:

- Volunteered time to help with NAYI Omaha (Nebraska Agriculture Youth Institute) – 120 high school students were connected to potential agriculture career opportunities in our region.
- ACE Mentor of Omaha spent time recruiting stakeholders and mentors, establishing our branding for Omaha and setting up our structure. Three OPS high schools committed to adopting the mentoring program to start January 2017.

Tech Talent - Q3

- Received media coverage from KETV; 3 day spot on Greater Omaha #techtalent.
- Consulted with five local businesses on how to strategically fulfill tech talent long term pipeline and short term needs.
- Grew stakeholder followership by 11%
- Held two events "Conversation with Dr. Steve Cooper from Raikes" and "Building Development Teams" with Omaha Code School.

WeDontCoast.com Web Analytics - Q3

Total Site Visits	14,818	Returning Visitors	4,953
New Visitors	9,865	Average Time on Website	3 minutes 36 seconds

Young Professionals

Omaha YP Social Media Channels



Fans: 6,234
Impressions: 36,022



Followers: 7,776
Impressions: 25,213



Followers: 878
Engagement: 88

OmahaYP.com Website Analytics

Website Visitors	4,667
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Young Professionals Update

- Hired position for the YP Manager, Luke Hoffman, joined the Chamber on September 1!
- Hosted successful networking events in the Blackstone District, Benson and 100 Block of Council Bluffs with over 50 attendees at each.

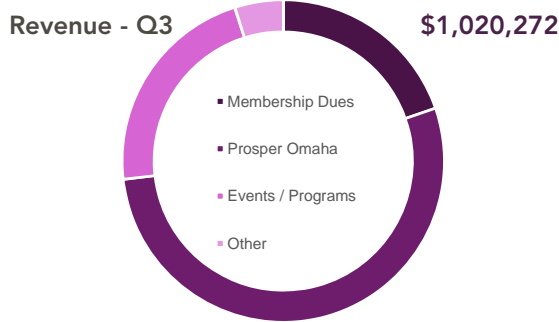


2015 Campaign for a Greater Omaha survey update

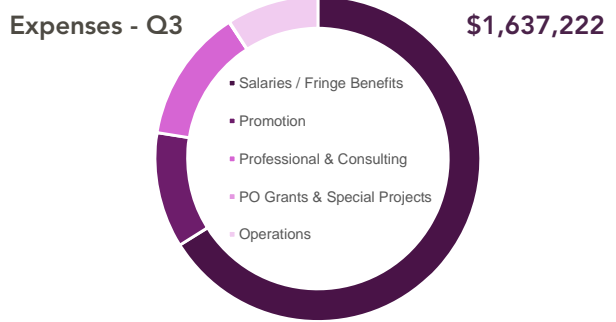
- 5 new presentations to 120+ total audience members.
- Partnership with Urban League Young Professionals to survey and report on values and perceptions of Black Young Professionals in Greater Omaha has officially been established.

GOAL Operate the Chamber with excellence

Organizational Resources



Total Revenue Year to Date: \$6,268,050
Revenue is 2.70% less than budget



Total Expenses Year to Date: \$5,221,122
Expenses are 5.18% better than budget

Prosper Omaha Fundraising



274 Investors*

\$24,822,895**

Goal: \$24,000,000

**Investor numbers do not reflect repeat investors.*

President's Strategic Relationships - Q3

Strategic Meetings	32
Media Events / Interviews	4
Speaking Engagements	14
Chamber Events / Meetings	47
Board 1:1's	8
Prosper Omaha Meetings	8

Technology & Research

- Lutz Technology was selected as our managed services partner. They will also lead our computer refresh, which will take place during 4th quarter.
- Evaluation is underway to determine our future CRM needs.
- In 2017, the Research team will merge with the Technology department to form a new Business Intelligence team. This team will be responsible for the organization's CRM, all technology functions and all research work. Planning and training has already begun and will continue through Q4. Many thanks to Ruth Ann Manley, who is retiring from the Technology department in December.
- During Q3, the Research Team the team completed a total of **91 research requests** - 49 formal external requests and 42 internal requests, in addition to aggregated building permit reports for seven counties, the Monthly Economic Indicators report, and large ongoing project work.
- Major current and upcoming projects include preparation for the Economic Outlook Luncheon, a YP Survey 2.0 to follow up on the results of the 2015 GOYP Survey results, a large report highlighting development opportunities in Omaha's Urban Core, and support for Greater Omaha's futuring process.

Marketing

Measures of Omaha Region Image

Earned Media

Number of Articles	94
Readership	3,554,714
Advertising Impressions	5,860,631

We Don't Coast Social Media Channels



3,591 Fans

Goal: 4,000

Impressions: 399,247
Engagement: 34,499



2,584 Followers

Goal: 3,000

Impressions: 71,900
Engagement: 1,860



1,374 Followers

Goal: 1,000

Engagement: 2,778

Employee Engagement

Employee Turnover

	Employees Hired	Employees Exited
Full Time	1	0
Part Time	0	0

Employee Engagement Opportunities

Opportunities for employee engagement:
Three All-Staff Meetings / One Staff Retreat
Two Chamber YP Meetings
One Manager Meeting
One Social Event
Four employee committee meetings including:
Inclusivity, Social, Safety, United Way and Wellness meetings

***Modifications are made to Prosper Omaha financial commitments, therefore adjustments may be made to previously reported data to reflect the most accurate information in this quarterly report.*